

REP HEADLINE# 6224781 TRF# E:120706 REP: TEL# 703-516-9399 FAX# 703-516-9680
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !! AUG2/12 10.24
 ORDER WORKSHEET HARRIS REPORT FROM REP *** WNCN-TV ***
 CHANGES

ADV # ADV. NAME ISS/CROSSROADS GPS REP. # OFF. # SALESMAN #
 AGY # AGY. NAME CROSSROADS MEDIA LLC BUYER NAME STEPHANIE MARONEY

66 CANAL CENTER PLAZA, SUITE 555
 ALEXANDRIA, VA 22314
 SALES PRSN WA- MICK NESCI (H)

ORDER # CONTRACT # 6224781 CLASS: NATL. LOCAL REGIONAL

PRDCT CROSSRDS GPS EST#732 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES JUL30/12 AUG6/12 WK-2

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG2/12 10.24

REP: REVISED ORDER
 NO SPOTS TO AIR AFTER 11PM ON AUG03
 DATE CHANGED AND AUG06 REMOVED LNS 12, 14, 17
 ZEROED LNS 2, 8, 10, 11, 15, 16, 18-22
 ADDED LNS 49-52
 TTL SAME
 PLS CFM
 THANKS, MIKE FOR MICK

STA:
 CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 CROSSROADS GPS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2	S		1200M-135A	30		\$1,300.00	8/3	8/3	0		FRI	0
AGENCY ADVERTISER CODE = 12 AGENCY PRODUCT CODE = 11 AGENCY EST# = 732 PROGRAM : OLYMPICS LATE NEWS ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : OLYMPICS LATE NEWS												

11W 39

703-516-9680
 FROM REP AUG2/12 10.24
 CHANGES *** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
8	S		1000A-500P	30		\$300.00	8/6	8/6	0		MON	0
PROGRAM : OLYMPICS DAYTIME ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : OLYMPICS DAYTIME												
10	S		500A-530A	30		\$85.00	8/6	8/6	0		MON	0
PROGRAM : NBC 17 TODAY AT 5A ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 TODAY AT 5A												
11	S		530A-600A	30		\$100.00	8/6	8/6	0		MON	0
PROGRAM : NBC 17 TODAY AT 530A ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 TODAY AT 530A												
12	E		600P-630P	30		\$275.00	7/30	7/30	1		MON	1
PROGRAM : NBC 17 NEWS AT 6 ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 6												
14	E		700P-730P	30		\$275.00	7/30	7/30	1		MON	1
PROGRAM : NBC 17 NEWS AT 7 ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 7												
15	S		700A-900A	30		\$650.00	8/6	8/6	0		MON	0
PROGRAM : TODAY SHOW ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : TODAY SHOW												
16	E		730P-800P	30		\$200.00	7/30	7/30	0		MON	0
PROGRAM : EXTRA ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : EXTRA												

AUG2/12 10.24
*** WNCN-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
17	E		700P-1200M	30		\$5,000.00	7/30	7/30	1		MON	1
PROGRAM : OLYMPICS PRIME ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : OLYMPICS PRIME												
18	S		900A-1000A	30		\$300.00	8/6	8/6	0		MON	0
PROGRAM : TODAY SHOW II ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : TODAY SHOW II												
19	S		500A-600P	30		\$2,000.00	8/4	8/4	0		SAT	0
PROGRAM : OLYMPICS WEEKEND ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : OLYMPICS WEEKEND												
20	S		600P-630P	30		\$275.00	8/4	8/4	0		SAT	0
PROGRAM : NBC 17 NEWS AT 6 ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 6												
21	S		500A-600P	30		\$2,000.00	8/5	8/5	0		SUN	0
PROGRAM : OLYMPICS WEEKEND ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : OLYMPICS WEEKEND												
22	S		600P-630P	30		\$175.00	8/5	8/5	0		SUN	0
PROGRAM : NBC 17 NEWS AT 6 ORD COM1 : ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE CON COM1 : NBC 17 NEWS AT 6												
49	A		800P-1100P	30		\$5,500.00	8/3	8/3	2		FRI	2
PROGRAM : OLYMPIC PRIME CON COM1 : **MUST RUN BEFORE 11P**												
50	A		630P-700P	30		\$650.00	8/3	8/3	1		FRI	1
PROGRAM : NBC NIGHTLY												
51	A		700A-900A	30		\$650.00	8/3	8/3	1		FRI	1
PROGRAM : OLYMPIC TODAY SHOW												

REP HEADLINE# 6224781 TRF# E:120706 REP: TEL# 703-516-9399 FAX# 703-516-9680
 \$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$ ORDER WORKSHEET AGENCY CREDIT RISK !!! AUG2/12 10.24
 *** WNCN-TV *** HARRIS REPORT FROM REP **CHANGES**

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

52	A		900A-1000A	30		\$435.00	8/3	8/3	1		FRI	1
PROGRAM : OLYMPIC TODAY 2												
AUG/12 34555.00												

CONTRACT TOTAL 34555.00
 TOTAL SPOTS 38

MARKET TOTALS \$287,958 WNCN 12% WRAL 45% WTVB 35% WRDZ 8% WRDC 0% WLFL 0% CABL 0%
 ESTIMATED SHARES
 SVC- NSI BOOKS- MAY/12
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

Crossroads Gps/ Issue
 Submission Number 194 Issue 5



WNCN-TV
 1205 Front St.
 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Client:	Crossroads Gps/ Issue	Submission Cost:	36230	Campaign Ref:	E:120706009
Buyer:	..	Client/Product/Estimate:	12/11/732	Sales Rep:	HRP Washington, DC
Schedule Dates:	07/30/12 to 08/12/12	Weeks:	2	Order Ref:	06224781
Est./PO Number:	06224781	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Product:	Crossroads Gps	Booking Group:	WNCN	Key Market:	38230
Demographic:	(L) Household	Order:			Raleigh-Durham, NC

Ref	Sales Product Details	Rate	Spot Type	07/30	08/06	Total	Cost
1	M-F 6p News ...F..	275	30 Comme	Nbr of Spots 1		1	275
2	M-F 6a News ...F..	225	30 Comme	Nbr of Spots 1		1	225
3	M-F 630p ET / 530p CT NBC Nightly News ...F..	575	30 Comme	Nbr of Spots 1		1	575
4	M-F 7p News ...F..	275	30 Comme	Open Pre-Empted -1		-1	-575
5	M-F 730p Extra ...F..		30 Comme	Nbr of Spots 1		1	275
8	M-F 6p News M.....	275	30 Comme	Nbr of Spots 1		1	275
9	M-F 630p ET / 530p CT NBC Nightly News M.....	575	30 Comme	Nbr of Spots 1		1	575
10	M-F 7p News	275	30	Nbr of Spots 1		1	550

Weekly Totals:				Total Spots(Ord S spots)	38	3	41
				Open PR	-3		-3
				Closed PR	8	1	7

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

Crossroads Gps/ Issue
 Submission Number 194 Issue 5



WNCN-TV
 1205 Front St.
 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Client:	Crossroads Gps/ Issue	Submission Cost:	38230	Campaign Ref:	E:120706009
Buyer:	..	Client/Product/Estimate:	12/11/732	Sales Rep:	HRP Washington, DC
Schedule Dates:	07/30/12 to 08/12/12	Weeks:	2	Order Ref:	06224781
Est./PO Number:	06224781	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	07/30	08/06	Total	Cost
12	M-F 730p Extra M.....		30 Comme				
			Nbr of Spots				
			Closed PR	1	1	2	
13	Olympics Summer Prime M.....	5000	30 Comme				10000
			Nbr of Spots	1	1	2	
17	M-F 5a News ...T....	85	30 Comme				85
			Nbr of Spots	1		1	
18	M-F 6p News ...T....	275	30 Comme				275
			Nbr of Spots	1		1	
19	M-F 6a News ...T....	225	30 Comme				225
			Nbr of Spots	1		1	
20	M-F 7p News ...T....	275	30 Comme				275
			Nbr of Spots	1		1	
21	M-F 7a Today Show ...T....	660	30 Comme				660
			Nbr of Spots	1		1	
22	M-F 730p Extra ...T....		30 Comme				
			Nbr of Spots				
			Closed PR	1		1	
23	Olympics Summer Prime ...T....	5000	30 Comme				5000
			Nbr of Spots	1		1	
24	M-F 9a Today Show II ...T....	300	30 Comme				300
			Nbr of Spots	1		1	
25	M-F 530a News ...T....	100	30 Comme				100
			Nbr of Spots	1		1	

Weekly Totals: Total Spots(Ord Spots)

Open PR	38	3	41	
Closed PR	-3	1	-3	-1875
	6	1	7	

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

Crossroads Gps/ Issue
 Submission Number 194 Issue 5



WNCN-TV
 1205 Front St.
 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Client:	Crossroads Gps/ Issue	Submission Cost:	38230	Campaign Ref:	E:120706009
Buyer:	..	Client/Product/Estimate:	12/11/732	Sales Rep:	HRP Washington, DC
Schedule Dates:	07/30/12 to 08/12/12	Weeks:	2	Order Ref:	06224781
Est./PO Number:	06224781	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type		07/30	08/06	Total	Cost
26	M-F 6p News ..T.....	275	30 Comme	Nbr of Spots	1		1	275
27	M-F 7p News ..T.....	275	30 Comme	Nbr of Spots	1		1	275
28	M-F 730p Extra ..T.....		30 Comme	Nbr of Spots				
29	M-F 9a Today Show II ..T.....	300	30 Comme	Closed PR	1		1	300
30	M-F 5a News ..W....	85	30 Comme	Nbr of Spots	1		1	85
31	M-F 530a News ..W....	100	30 Comme	Nbr of Spots	1		1	100
32	M-F 6p News ..W....	275	30 Comme	Nbr of Spots	1		1	275
33	M-F 6a News ..W....	225	30 Comme	Nbr of Spots	1		1	225
34	M-F 630p ET / 530p CT NBC Nightly News ..W....	575	30 Comme	Nbr of Spots	1		1	575
35	M-F 7p News ..W....	275	30 Comme	Nbr of Spots	1		1	275
36	M-F 7a Today Show ..W....	650	30 Comme	Nbr of Spots	1		1	650
Weekly Totals: Total Spots(Ord Spots)					38	3	41	
Open PR					-3		-3	-1875
Closed PR					6	1	7	

Crossroads Media
 66 Canal Center Plaza
 Suite 555
 Alexandria VA 22314

Crossroads Gps/ Issue
 Submission Number 194 Issue 5



WNCN-TV
 1205 Front St.
 Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Client:	Crossroads Gps/ Issue	Submission Cost:	38230	Campaign Ref:	E:120706009
Buyer:	..	Client/Product/Estimate:	12/11/732	Sales Rep:	HRP Washington, DC
Schedule Dates:	07/30/12 to 08/12/12	Weeks:	2	Order Ref:	06224781
Est/PO Number:	06224781	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	07/30	08/06	Total	Cost
37	M-F 730p Extra ..W....		30 Comme	Nbr of Spots Closed PR	1	1	
38	Olympics Summer Daytime ...F..	300	30 Comme	Nbr of Spots	1	1	300
41	M-Su Late News Post Premium Event M.....	1300	30 Comme	Nbr of Spots	1	1	1300
43	Olympics Summer Daytime .T.....	300	30 Comme	Nbr of Spots	1	1	300
44	M-Su Late News Post Premium Event ..W....	1300	30 Comme	Nbr of Spots	1	1	1300
51	Olympic Zone M.....	400	30 Comme	Nbr of Spots	1	1	400
52	Olympic Zone ..W....	400	30 Comme	Nbr of Spots	1	1	400
53	Olympic Zone ...F..	400	30 Comme	Nbr of Spots	1	1	400
54	M-F 6p News M.....	275	30 Comme	Nbr of Spots	1	1	275
55	Olympics Summer Prime MTWTFSS 20:00-22:25:09 Isolations: W/C 07/30 ...F..	5500	30 Comme	Nbr of Spots	2	2	11000
56	M-F 7a Today Show MTWTFSS Isolations: W/C 07/30 ...F..	650	30 Comme	Nbr of Spots Open Pre-Empted	1 -1	1 -1	650 -650
Weekly Totals: Total Spots(Ord Spots)				38	3	41	
Open PR				-3		-3	-1875
Closed PR				6	1	7	

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria VA 22314

Crossroads Gps/ Issue
Submission Number 194 Issue 5



WNCN-TV
1205 Front St.
Raleigh, NC 27609

PHONE (919) 836-1717 FAX (919) 836-1747

Client:	Crossroads Gps/ Issue	Submission Cost:	38230	Campaign Ref:	E:120706009
Buyer:	..	Client/Product/Estimate:	12 / 11 / 732	Sales Rep:	HRP Washington, DC
Schedule Dates:	07/30/12 to 08/12/12	Weeks:	2	Order Ref:	06224781
Est./PO Number:	06224781	Contract type:	Political	Business Type:	POLITICAL
				Business Category:	Transactional

Ref	Sales Product Details	Rate	Spot Type	07/30	08/06	Total	Cost
57	M-F 9a Today Show II	435	30	1		1	435
	MTWTFSS Isolations: W/C 07/30 ...F..		Comme				
58	M-F 630p ET / 530p CT NBC Nightly News	650	30	1		1	650
	MTWTFSS Isolations: W/C 07/30 ...F..		Comme				
			Nbr of Spots	1		1	650
			Open Pre-Emption	-1		-1	-650
Weekly Totals: Total Spots(Ord Spots)				38	3	41	
Open PR				-3		-3	-1875
Closed PR				6	1	7	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
3	M-F 630p ET / 530p CT NBC Nightly News	:30 Commercial	07/30/12	Open Pre Emption	575.00		0000000000	E:120706009
5	M-F 730p Extra	:30 Commercial	07/30/12	Closed Pre Emption	200.00	No Makegood / Credit	0000000000	E:120706009
8	M-F 6p News	:30 Commercial	07/30/12	Closed Pre Emption	275.00	No Makegood / Credit	0000000000	E:120706009
12	M-F 730p Extra	:30 Commercial	07/30/12	Closed Pre Emption	200.00	No Makegood / Credit	0000000000	E:120706009
22	M-F 730p Extra	:30 Commercial	08/06/12	Closed Pre Emption	200.00	No Makegood / Credit	0000000000	E:120706009
28	M-F 730p Extra	:30 Commercial	07/30/12	Closed Pre Emption	200.00	No Makegood / Credit	0000000000	E:120706009
37	M-F 730p Extra	:30 Commercial	07/30/12	Closed Pre Emption	200.00	No Makegood / Credit	0000000000	E:120706009
56	M-F 7a Today Show	:30 Commercial	07/30/12	Open Pre Emption	650.00		0000000000	E:120706009
58	M-F 630p ET / 530p CT NBC Nightly News	:30 Commercial	07/30/12	Open Pre Emption	650.00		0000000000	E:120706009

Grand Totals

Totals	07/30	08/06
Spots	41	38
		3

Local

		Month 8 Weeks: 4	
		07/30	08/06
Totals			
Cost	40105	34555	5550

Grand Totals: Spots: 41

Gross Total:	38,230.00
Commission:	5,734.50
Net Total:	32,495.50

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
------------------------------	--------------

I, Stephanie Maroney
do hereby request station time concerning the following issue:

<div style="border: 1px solid black; padding: 5px;"> Crossroads GPS (Grassroots Policy Strategies) </div>

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Crossroads GPS

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS, 1404 New York Ave. NW, Washington DC 20005
Margee Clancey-Treasurer Steven Law- Board Chairman (703)989-6167

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:


☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least 24 before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

6/1/12  703-299-1760
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title